



USAID | MACEDONIA
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FOR IMMEDIATE RELEASE

Tuesday, 19 September, 2006
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PRESS RELEASE

U.S. supported tourism website gets close to 2 million hits

ExploringMacedonia.com recorded 1.873.879 hits as a result of being featured on the Yahoo! Adventures homepage. The national tourism portal, ExploringMacedonia.com, was established with support from the United States Agency for International Development (USAID) through its e-BIZ project.

On one particular day--- July 26-- the video material on the Yahoo! site about Macedonia was downloaded more than 1 million times. In particular, a video clip of archeologist, Pasco Kuzman, which was on the cover page of Yahoo for just a 1 day, reached 500,000 viewers, Yahoo's highest daily stream count to date.

Since being featured, the ExploringMacedonia.com team has been contacted by international tour operators from Belgium, England, Turkey and Austria, who have asked permission to use the content to promote travel packages to Macedonia.

The Macedonia story remains on the home page of Yahoo! Adventures (<http://adventures.yahoo.com>) as one of "THE BEST OF RICHARD BANGS ADVENTURES "

NOTES TO EDITORS:

The American people, through USAID, have invested more than \$450 million in Macedonia since 1993. More than 20 projects worth \$30 million a year are currently being implemented. These projects are designed to support Macedonia's transition to a free market-based, multi-ethnic democracy. They include initiatives to accelerate economic growth, develop democratic institutions, and educate citizens for a modern economy. USAID provides economic and humanitarian assistance in more than 100 countries. For more information please visit <http://macedonia.usaid.gov>